

# Ingersoll's Atari Owners Club

## BULLETIN

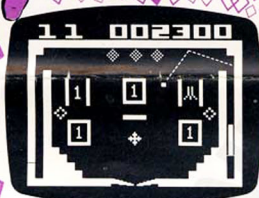
No. 15 May 1981



**NEW THIS MONTH!**

Be a Pinball Wizard...

**VIDEO PINBALL**



Your very own Pinball game - to play at home! Take a deep breath, sit right down: and jump right into Video Pinball. Now you're going to see why so many people have caught "pinball madness" - but you're not going to be elbowed away from the machine, like you might be in a fair, club or arcade!

Bumpers, spinners, rollovers, drop targets - and of course - flippers! Your Atari VCS is set up for non-stop Pinball fun. But don't push it too hard - because up comes the tilt (just like the real thing) - your flippers freeze up and you can't go for that high score...

One or two players can choose their own difficulty levels - enjoy all the thrills, sounds and high score fun energy with this latest Atari cartridge.

**VIDEO PINBALL**  
- used with Joysticks.  
4 game variations.  
One or two players.  
Suggested retail:  
£23.95 incl. VAT.

**INSIDE THIS ISSUE - CHAMPIONSHIP REPORT!**

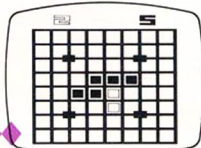


**OTHELLO**

**Fascinating game of skill and strategy**

It looks so simple - till you try it! When not defending the earth from those dastardly Space Invaders, rumour has it that this is Captain Atari's favourite game to relax with! Called "REVERSI" in ancient times, the trick of this game is to sandwich your enemies' squares between your own - but which move is the right one to make? Who will get the corner squares? Will the last move decide the game? Can you beat the computer?

Hours and hours of fascinating, absorbing challenge make this one of the hottest game releases for 1981. Try it at your Atari dealer - now!



**OTHELLO**  
- used with Joysticks.  
4 video games.  
One or two players.  
Suggested retail:  
£23.95 incl. VAT.

**THE ATARI VIDEO COMPUTER SYSTEM**

Ingersoll Electronics Ltd 202 New North Road London N1 7BL Telephone 01-226 1200 Telex 28255 INGSOL G

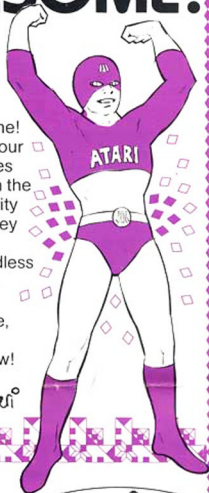
**ATARI**  
Great ideas from  
**ingersoll**

© MEMBER OF HEWLETT-PACKARD CORPORATION

## SUPERCART THREESOME!

There's never been a threesome like this one! These cartridges are our "Supercarts"—the ones that keep on going on the Owners Club popularity stakes. They're fun, they test your skills and reflexes, and give endless home entertainment. If you haven't got our Supercart Threesome, don't miss out—buy another cartridge, now!

Captain Atari



## SPACE INVADERS ARE HERE!



Now there's no need to queue for your turn with a hot 10p in your hand. If you're an Atari Owner, you can take Space Invaders home with you. Yes, Brains has done it again! A world-wide Atari exclusive, the best 4-colour visuals you've ever been threatened with—and 112—yes, 112 different Space Invaders games to play, all on one cartridge.

So for palm-sweating excitement, nerve-tingling sensations, and all-day, all-night, toe to toe, eyeball to eyeball fights to the death with the trickiest opponents in the galaxy—get Space Invaders NOW!

Join the fight to Help Save Earth—beam on up and join in the action—the Atari Space Invaders cartridge is available now from your nearest Atari stockist.

### SPACE INVADERS

—used with Joysticks

112 games for 1 or 2 players

Suggested retail: £29.95 incl. VAT.



## Sport with a star!

Personally endorsed by the world's greatest soccer players—a legend in his own lifetime. Pele's Championship Soccer offers 54 terrific games! Here we have a great new concept from the Atari development team—a scrolling field of play. As you battle to beat your opponent, the on-screen football pitch unrolls, making the playing area much larger!

Pele's Championship Soccer simulates real-life situations—throw-ins, corner kicks—and when someone scores?... buy the cartridge, and find out for yourself! It'll provide endless championship fun for you and your friends.

### PELE'S CHAMPIONSHIP SOCCER

—used with Joysticks

27 one-player games

27 two-player games

Suggested retail: £29.95 incl. VAT.

At your local Atari dealer—NOW.



## SUPERMAN the adventure continues!

Play Superman yourself at home! You fly high over the city. Hidden away is the evil Lex Luthor and his gang—and you have to put them in jail. And if you're zapped by a Kryptonite, only a kiss from Lois Lane can bring back your super powers!

One of the most exciting Atari cartridges ever designed. For player choice, plot variation and decision speed, there's **nothing** like Superman! Try it first, at your Atari dealer. The Superman cartridge will provide endless thrills and a constantly varying game, at a really reasonable price.

### SUPERMAN

—used with Joysticks

1 or 2 players

Suggested retail:

£23.95 incl. VAT.



## Championship Triumph!

Ingersoll Electronics' first UK Atari National Championship over Easter weekend was an amazing success. Ingersoll had limited participants to 350, all of whom had to be members of the 70,000 strong Atari Owners Club. Competitors battled on Atari home TV games machines connected to 40 steaming TVs at the Piccadilly Hotel, London, for three days - the finals were held during the afternoon of April 21st. Initial rounds were played on Atari's Space Invaders cartridge.

The event obtained absolutely fantastic coverage in the media. We had TV crews from several BBC programmes, including Nationwide, Thames Television News, Capital Radio and Radio London all filming and recording at once, and nearly all the nationals and Sundays covered the event with pictures and super editorials.

Overall winner of the Atari Championship was Stephen Bradley, a composed 11-year-old who beat all comers, mostly male, aged from six to sixty. He beat the only adult who made it to the semi-finals, Mervyn Saunders, on a new Atari cartridge, Missile Command. Junior winner was Stuart Clarke of Earlsfield, SW18. Stephen and his brother Philip (15) will be off to the States as guests of Ingersoll Electronics and Atari this summer, while Stuart Clarke wins a new Atari 400 personal computer.



The Atari Owners Club team met a lot of people, and we had a load of fun, as you can see from our pictures! We'd especially like to thank lots of Owners and their families for agreeing to interviews with the press and TV - you were all marvellous!

Our special greetings to the Weavers twins from Amersham, and their sisters Natalie, Maxine and Sian; Lee Manhine (who was only six) and Alison Blacker (so was she!); Elizabeth Dean (at 9-years-old, the only girl to reach the quarter-finals); Ian Mesnard, Penny Deadman, Garry Mackender, Matthew Robins; and Alan and Jonathan Sturgiss - all of whom posed for those flashing press cameras. And ours!



## Super new TV ads

Have you seen, Atari is back on real-life TV! Ingersoll Electronics have just put together a super new series of TV commercials with their new advertising agency. If you've seen one of the commercials, you can't fail to have remembered it! The ads are slick, entertaining, fun - let's face it, that's the essence of Atari, isn't it!



# SPACE INVADERS HIGH SCORES

The Space Invaders record—on Game 1—has been broken **again!**

It was held for a couple of weeks by **Mr W Stroud** of Benfleet, Essex (at 500,000) then by **Mr D Charnley** of Fleetwood, Lancs (at 576,000). But our latest record holder is **Mr D Jones of Dundee**, who is only fifteen years of age. We won't tell you what his score is, or you'll all be ringing us telling us you've beaten it—but it's somewhere between 600,000 and 700,000. His mother was his witness. More from Mr Jones in our next issue!



David Charnley

Remember, if you get a really high score on Game 1 of Space Invaders, and have a witness (preferably an adult) write to Vidella here at Ingersoll Electronics, and we'll be in touch with you.

## Record Phone-in

Greetings to all of you who phoned in for the 100 free records earlier this year. Obviously a lot of you were disappointed—the local telephone exchange reckon about 4,000 people tried to get through—but we only had 100 records, and they were soon gone! However, if you want to buy **"Space Invaders"** by Play-back, it's by WEA Records, in record shops now.

Most of you spoke to our Helpful Helen – and she was more than delighted with this kind letter from a happy Owner:

Dear Captain Atari  
On Monday the 16th February I found myself bored, in bed with flu. So out came my Atari VCS and Night Driver Cartridge (great!) and I was bored no more. Then I decided to read through the Atari Bulletins I've received so far.

AB13 contained the phone-in offer for the Space Invaders record by Playback, so not being at school I was able to phone. I was surprised to get through first time (regards to Helpful Helen) and thank you very much for the record. Also for the Atari VCS, an excellent range of cartridges, the Owners Club - and the Club Bulletin.

*What a team!*



Here's a team to be reckoned with! It's Team Ingersoll Heron Suzuki - yes, Ingersoll are sponsoring one of the country's leading motorcycle racing teams this year. Star riders are Randy Mamola and Graeme Crosby - they are already doing amazingly well on the road racing circuits. In the opening Grand Prix of the season (the Austrian Motorcycle Grand Prix), where did Randy and Croz come? First and second, of course!

It's great for us to be associated with such a brilliant team! You'll be seeing Ingersoll in the bike racing programmes on the television over the next few months ... and if Randy or Croz win the Championship this year: we'll know we backed more than just a Winner!



## Unused Postal Orders

We've got three sets of Postal Orders in Capable Kathy's office, which we haven't been able to use - because they didn't have people's names, addresses and requests attached when our mail was opened. So if you live in Queen Street, Portsmouth; Purley, Surrey or Stockwood, Bristol and are expecting something from Ingersoll Electronics which hasn't turned up - get in touch with Capable Kathy and she'll sort you out!

## Win your own TELEVISION~ WITH SUPERMAN!

Three lucky winners will win  
Ingersoll Electronics  
portable B/W TVs

If you've seen the new film, Superman II, this competition is for you! The prizes are super black and white Ingersoll Electronics televisions. The TV is stylishly designed and just right for a bedroom, or to take on holiday, on sporting trips...the possibilities are endless! You can even plug your Atari into it—but remember, the games will come out in black and white: a bit mind-bending when you're used to identifying objects by the colours! This competition is open to any Owner who has bought the Atari Superman cartridge.



### How to enter

All the questions on our Entry Coupon can be answered from a knowledge of the film, Superman II. So make sure you see the film, and you'll have all the answers! Then just fill out our short phrase about Atari at the bottom. Attach our Entry Coupon to the back of your entry, with a staple or tape. Also carefully cut the printed reference number from the front of your Superman Programme instructions, and tape or glue it in position on the coupon.

### Rules

1. All entries must have Entry Coupon cut from AB15 attached.
2. Closing date for entries is first post, Friday 26th June 1981.
3. Persons connected in any way with the administration of the competition, or with Ingersoll Electronics Ltd., are ineligible for a prize.
4. No responsibility is accepted for entries lost in the post.
5. The judges' decision is final, and no correspondence can be entered into.



### ENTRY COUPON SUPERMAN COMPETITION

Cut off this whole coupon and  
fix it to the back of your entry.  
Please also glue your "proof  
of purchase" from your  
Program Instructions in this space:

Name: \_\_\_\_\_ (Mr/Ms) \_\_\_\_\_

Age (if under 15): \_\_\_\_\_

Address: \_\_\_\_\_

Console No.: \_\_\_\_\_

Post to: SUPERMAN COMPETITION, RHA  
7 HIGH STREET, MAIDENHEAD, BERKS. AB15



C011402-31

### NOW tick what you consider to be the correct answers to these questions:

1. WHAT COLOUR ARE SUPERMAN'S UNIFORM  
BOOTS?

Blue ☐ Red ☐ Black ☐

2. WHAT DOES LOIS LANE SAY TO CLARK KENT AS  
SHE JUMPS INTO NIAGARA FALLS?

"I'll be seeing you" ☐

"Bye bye baby" ☐

"It's been great to know you" ☐

3. WHEN SUPERMAN INSTRUCTS GENERAL ZOD TO  
"STEP OUTSIDE," WHAT ARE THE HEADLINES ON  
THE NEWSPAPERS WHICH BLOW AWAY?

"Victory for NASA" ☐

"East Houston reduced to rubble" ☐

"White House surrenders" ☐

4. WHEN CLARK KENT POSES AS A NEWLY-WED,  
WHAT IS ON HIS LAPEL?

A carnation ☐ A rosebud ☐ A press badge ☐

5. WHO DOES NED BEATTY PLAY IN SUPERMAN II?

Non ☐ Otis ☐ General Zod ☐

Lastly, please complete this phrase in your own words:

I ENJOY PLAYING "SUPERMAN" AT HOME BECAUSE \_\_\_\_\_

(up to 15 words)

## ATARI STOCKISTS IN YOUR AREA

### A free service for Atari Owners

These days, you shouldn't have any problems finding Atari cartridges. Ingersoll Electronics have rationalised cartridge distribution very thoroughly and now most major independent electrical shops, electrical chains' branches and department store electrical departments carry a good stock of cartridges. But if you're really "stumped" in your area, fill out our coupon and we'll advise you of alternative sources of supply.

## STOCKIST LOCATION SERVICE

To: Stockist Location Service  
Ingersoll Electronics Ltd  
202 New North Road  
London N1 7BL

AB15

I want to purchase these cartridges but am unable to find them in my area:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Name: \_\_\_\_\_ (Mr/Ms)

Address: \_\_\_\_\_

Console No: \_\_\_\_\_

## Send for back numbers of ATARI BULLETINS

Since Atari has become such a cult, many Owners have asked us if they can have back numbers of our Bulletins. We've now had all the issues reprinted, and you can buy them from us for 50p each. Just tick the boxes for the Bulletins you require, and send us a cheque or postal order. It's best if you staple the form to your cheque, please.

## TO: BUSY BEV - BACK NUMBERS

Ingersoll Electronics Ltd  
202 New North Road, London N1 7BL

Please send me the following Atari Bulletin Back Numbers. I enclose my cheque/postal order made out to Ingersoll Electronics Ltd., for 50p for each issue.

Please tick numbers required:

- |  |   |
|--|---|
| Bulletin No 1 <input type="checkbox"/> | Bulletin No 8 <input type="checkbox"/>  |
| Bulletin No 2 <input type="checkbox"/> | Bulletin No 9 <input type="checkbox"/>  |
| Bulletin No 3 <input type="checkbox"/> | Bulletin No 10 <input type="checkbox"/> |
| Bulletin No 4 <input type="checkbox"/> | Bulletin No 11 <input type="checkbox"/> |
| Bulletin No 5 <input type="checkbox"/> | Bulletin No 12 <input type="checkbox"/> |
| Bulletin No 6 <input type="checkbox"/> | Bulletin No 13 <input type="checkbox"/> |
| Bulletin No 7 <input type="checkbox"/> | Bulletin No 14 <input type="checkbox"/> |

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

TOTAL NUMBER OF BULLETINS REQUIRED ☐

Checked \_\_\_\_\_ Despatched \_\_\_\_\_ AB15

## SPECIAL OFFER! Atari Owners Club teshirt



Here's Space-Age Lisa in one of our super new UK Owners' teshirts! We rushed them through for the Championship - but now we've got more supplies so can offer them to Owners. They are printed in red, green, yellow and white on good quality black cotton teshirts, and are unconditionally guaranteed by the manufacturers. There are four sizes - Child's (30" - fits an 11-year-old); and Adult Small (34"), Adult Medium (36"/38"), Adult Large (40"). Cost is £2.75 each, including post and packing.

TO: TESHIRT DEPT.  
Ingersoll Electronics Ltd.  
202 New North Road, London N1 7BL

Please send me Atari Owners Club teshirts, for which I enclose £2.75 per teshirt. Cheques or postal orders to be made out to Ingersoll Electronics Ltd. I require (Quantity): \_\_\_\_\_ Child, (Adult Small, Adult Medium, Adult Large. I attach a (£2.75 each).

Name: \_\_\_\_\_ Console No: \_\_\_\_\_

Address: \_\_\_\_\_

AB15



## THE WINNER— Pele Jacket Competition

Sajjad Ali - who lives in Southgate, N14 - was the winner of our "Design a Jacket for Pele" competition. Sajjad is only thirteen, but we were impressed with his colour sense, design expertise - and also the quality of the presentation of his entry.

Sajjad wins a football personally autographed by Pele, and a brand new Atari cartridge release. Runners-up in the competition were Sharon Ward (aged 8½) from Oxford, J.R. Greenhalgh (aged 14) from Loughborough and G. Sinclair of Harlow.

## ATARI GROUPS— TOURNAMENTS

Run a competition for your friends and relatives - raise money for UNICEF! In our next issue we'll be giving you the lowdown on a new idea for Owners Club Members - running your own Tournament for 8, 16 (or more!) friends. Each person who enters will pay 25p - all of which will go to Unicef - and the winner of each Tournament you organise will get a personalised Commemorative Certificate for his or her efforts.

If you are interested in running a Tournament - remember, all the proceeds go to charity. Fill in our coupon now and send it to us by 15 June, 1981.

TO: UNICEF TOURNAMENTS DEPT. (RHA 11)  
Ingersoll Electronics Ltd.

202 New North Road, London N1 7BL  
I am interested in running a Tournament, and understand that all proceeds go to charity. I can find at least entrants.

NAME: \_\_\_\_\_ AGE: \_\_\_\_\_  
(if under 15)

ADDRESS: \_\_\_\_\_

AB15